



PHOENIX CONVENTION CENTER

South Building Community Engagement Meeting



Agenda

- Welcome
- Why are We Here and Why is this Important?
- Overview of Downtown Development
- Effect of Convention and Tourism Industry
- Overview of Convention Center Business
- South Building
- Future Replacement Options
- Community/Stakeholder Input



City of Phoenix

5th Largest City in U.S.

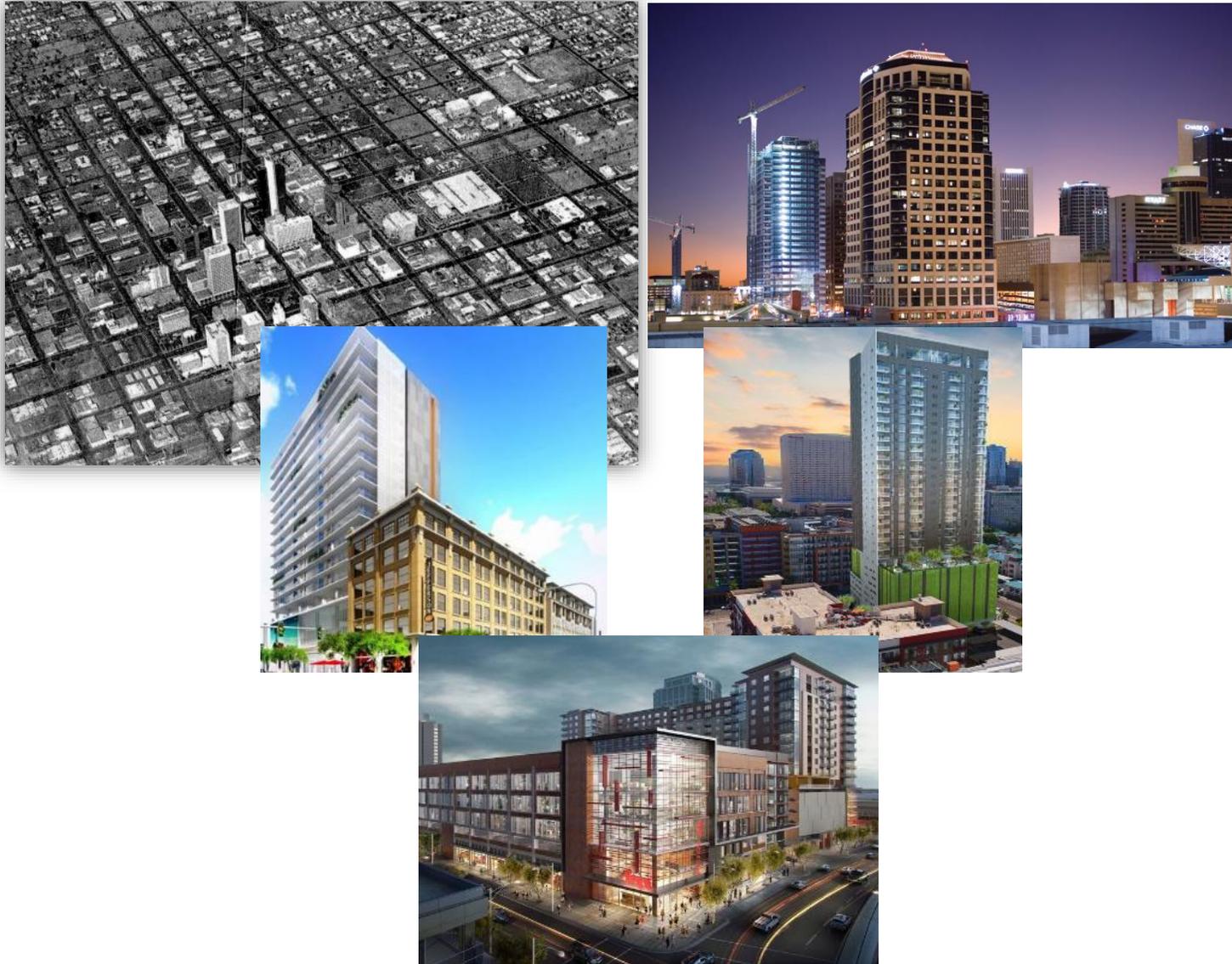
517 Square Miles

1.6 Million Residents

15 Urban Villages



Rebirth of the Phoenix Core



- Previously a bustling central hub for the Valley
- Downturn began in the 1970's
- Urban Revitalization
- Community Development / Redevelopment

Hospitality and Infrastructure

Light Rail

Palomar

Hampton Inn

Westin

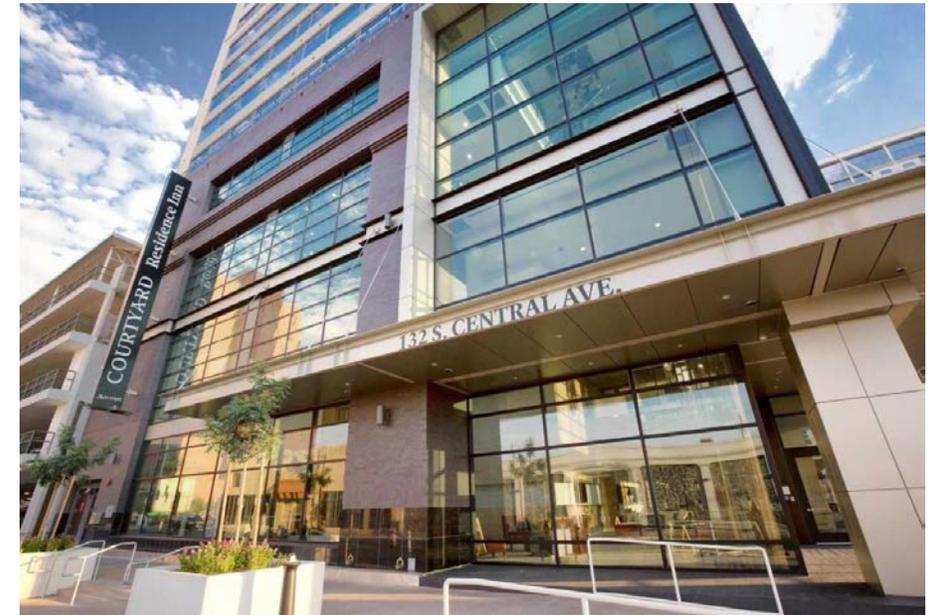
Residence Inn

Courtyard by Marriott

Hilton Garden Inn

Sheraton

FoundRE



Education

Cronkite School of Journalism

ASU Nursing II

ASU Law School

ASU Campus

Wexford Science+Technology

UA Cancer Center

Health Science Education Building

Bioscience Partnership Building

PBC Parking Garage



Housing

**Skyline Lofts
Taylor Place
Portland Place I
Summit at Copper Square
44 Monroe
Lofts at McKinley
Portland on the Park
Residence at Cityscape
Alta Fillmore
ArHaus
Broadstone Art District**

**The Muse
The Oscar
The Stewart
The Link
Linear / Illuminate
Roosevelt Point
Broadstone
Roosevelt
Proxy 333
Union@Roosevelt
Urban Living II**



Event Spaces / Reinvestment

**Phoenix Convention Center
Expansion**

CityScape

The Van Buren

Talking Stick Resort Arena

Crescent Ballroom

Arizona Center

Warehouse District

Chase Field



PHOENIX IS HOT



Why is this important?

Economic Impact of Visitors to Arizona

4.9 M
 **Overnight
Visitations**

\$3.37 B
**Taxes in
Arizona** 

\$ **\$22.7 B**
**Visitor
Spending**

187,000
Jobs 

Why is this important?

Economic Impact of Visitors to the City of Phoenix

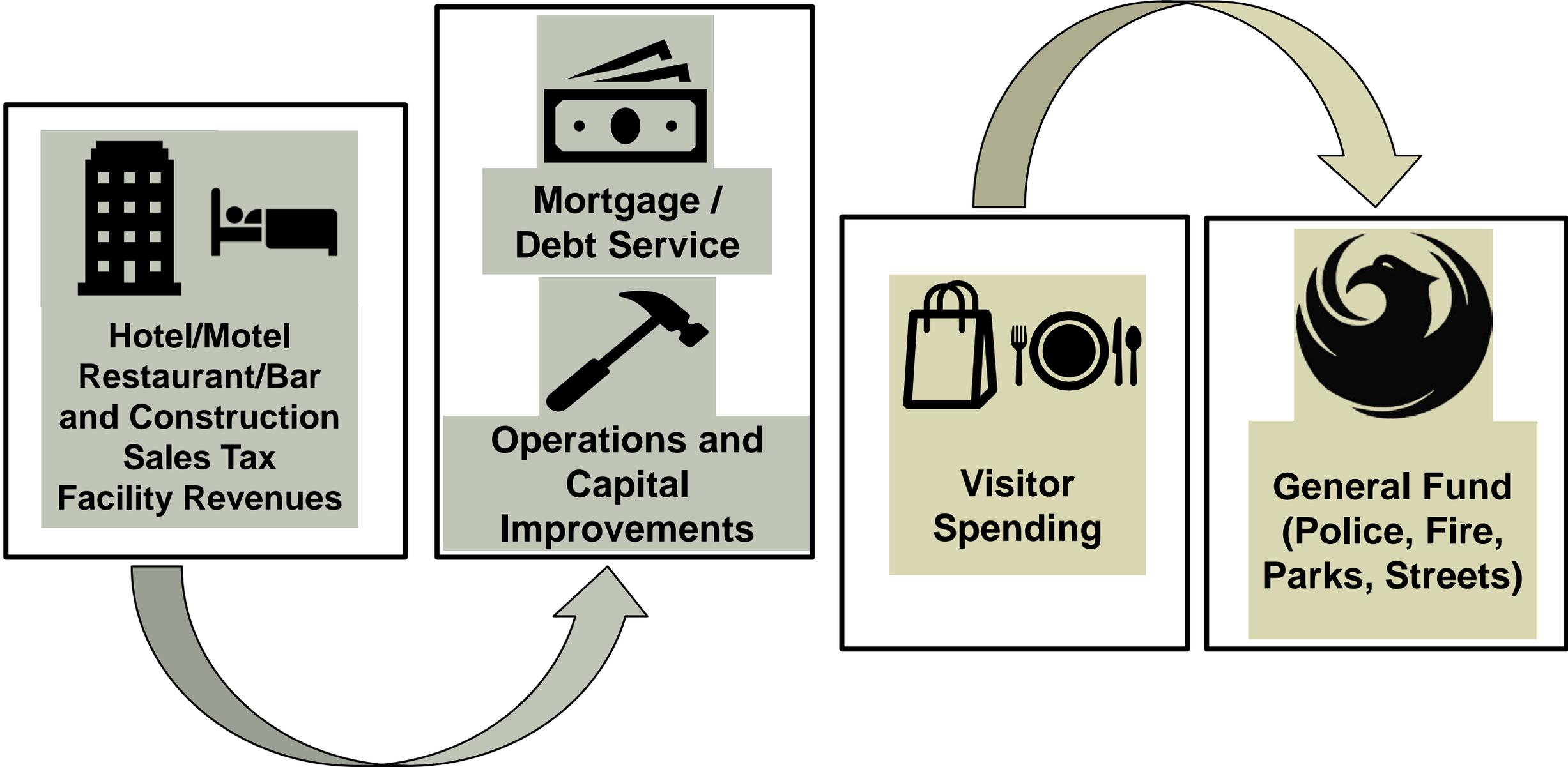


Why is this important?

\$14 Billion

Economic Impact

City of Phoenix





PHOENIX CONVENTION CENTER Community Engagement Meeting

- ❖ Convention Center Overview
- ❖ South Building Overview
- ❖ Future Facility Needs



CAMPUS OVERVIEW

Expansion Master Plan

Adopted
September 2002



Expansion Project

- ❖ \$600 Million Project
- ❖ Phase I - West Bldg. (2006)
- ❖ Phase II – North Bldg. (2008)
- ❖ 2.4 Million Gross Sq. Ft.
- ❖ 729,290 Rentable Sq. Ft.
 - Includes 584,500 Sq. Ft. of Exhibition Space
- ❖ Tripled In Size



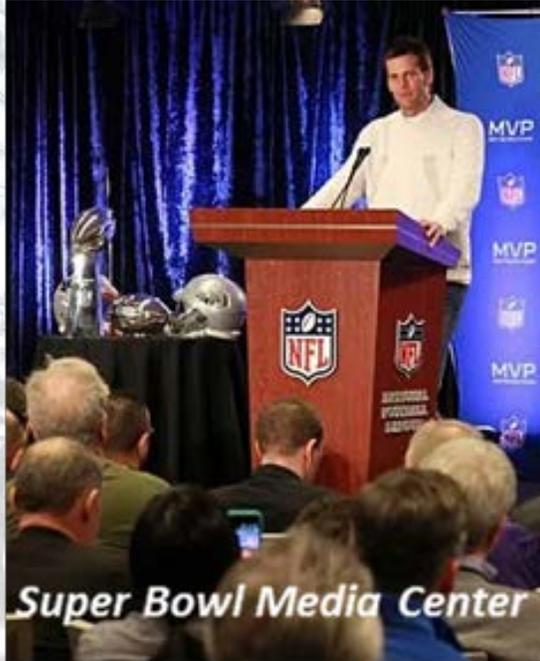
Top U.S. Convention Centers

Ranked by Prime Exhibition Space

| | | | | | |
|----|-------------|-----------|-----------|-----------------|----------------|
| 1 | Chicago | 2,600,000 | 11 | Los Angeles | 720,000 |
| 2 | Orlando | 2,100,000 | 12 | Washington D.C. | 703,000 |
| 3 | Las Vegas | 1,940,631 | 13 | San Francisco | 700,000 |
| 4 | Atlanta | 1,400,000 | 14 | Philadelphia | 679,000 |
| 5 | New Orleans | 1,100,000 | 15 | San Diego | 615,701 |
| 6 | New York | 840,000 | 16 | Phoenix | 584,500 |
| 7 | Anaheim | 813,607 | 17 | Denver | 584,000 |
| 8 | Houston | 770,730 | 18 | Indianapolis | 566,600 |
| 9 | Dallas | 724,526 | 19 | Boston | 516,000 |
| 10 | Detroit | 723,000 | 20 | San Antonio | 515,000 |

Source: Trade Show Executive - August 2018
Phoenix Convention Center - 2019

Major Conventions & Events Hosted Since 2008 – W/Attendance



180,000





Major Conventions & Events Hosted Since 2008 – W/Attendance



110,737



Major Conventions & Events Hosted Since 2008 – W/Attendance



100,000



Major Conventions & Events Hosted Since 2008 – W/Attendance



100,000



Major Conventions & Events Hosted Since 2008 – W/Attendance



50,803



64,324



Major Conventions & Events Hosted Since 2008 – W/Attendance



27,300



ASSEMBLIES OF GOD

21,000



13,500



VETERANS OF FOREIGN WARS.

13,000

Major Conventions & Events Hosted Since 2008 – W/Attendance



180,000



110,737



100,000



100,000



64,324



50,803



27,300



ASSEMBLIES OF GOD

21,000



13,500



VETERANS OF FOREIGN WARS.

13,000



12,000



Southern
Baptist
Convention

12,000



NRPA

National Recreation
and Park Association

9,900



GRACE HOPPER

7,803

Society of
Critical Care Medicine

The Intensive Care Professionals

7,500



NCBA

National Cattlemen's
Beef Association

7,000

Fiscal & Economic Impact of \$600 Million Convention Center Expansion 2009 - 2018



2.2 million
Convention Delegates



620
*Qualified
Convention
Events*

5.9 million
*Hotel Room
Nights*



\$2.2 billion
*In Direct
Spending*

\$186 million
*State General Fund
Revenues*



What if We Hadn't Expanded?

| 2009-2018 Total | # Qualified Convention Events | # Convention Attendees | # Hotel Room Nights |
|--------------------------|-------------------------------|------------------------|---------------------|
| No Expansion Projections | 224 | 327 K | 1.3 M |
| Actuals w/Expansion | 620 | 2.2 M | 5.9 M |

Source:
HVS Convention, Sports &
Entertainment Consulting 2018
Greater Phoenix Convention and
Visitor's Bureau 2019
Phoenix Convention Center 2019

SOUTH BUILDING

Phase III Future Expansion Site

- ❖ Opened 1985
- ❖ Refurbished 2008 - \$18.5 Million
- ❖ 9.27 Acre Site
- ❖ 286,000 Gross Sq. Ft.
- ❖ 143,000 Sq. Ft. Rentable Exhibition, Meeting and Ballroom Space

SOUTH BUILDING EVENT ACTIVITY



86 Events Annually
218 Days of Programming



SOUTH BUILDING Annual Events



Rock'n'Roll
MARATHON SERIES®



Shamrock Foods
DELIVERING SATISFACTION™



Arizona
BRIDAL SHOW



TIME
OUT
for women



Arizona's
ULTIMATE WOMEN'S EXPO



ARIZONA
THESPIANS

AN EDUCATIONAL THEATRE ASSOCIATION AFFILIATE

SOUTH BUILDING - ATTENDANCE



172,000 Attendees Annually

SOUTH BUILDING

Annual Fiscal & Economic Impacts



- ❖ **Direct Operating Revenues:**
~ \$2 Million
- ❖ **Operating Expenses:**
~ \$1 Million
- ❖ **Direct Spending by Attendees**
~ \$27 Million

Source: HVS Convention, Sports & Entertainment Facilities Consulting 2018
Greater Phoenix Convention and Visitors Bureau 2019
Phoenix Convention Center Department 2019



CONVENTION CENTER EXPANSION PROJECTS

Recent Convention Center Expansion Projects



Anaheim

*200,000 Sq. Ft.
\$190 million*



San Antonio

*726,000 Sq. Ft.
\$325 million*

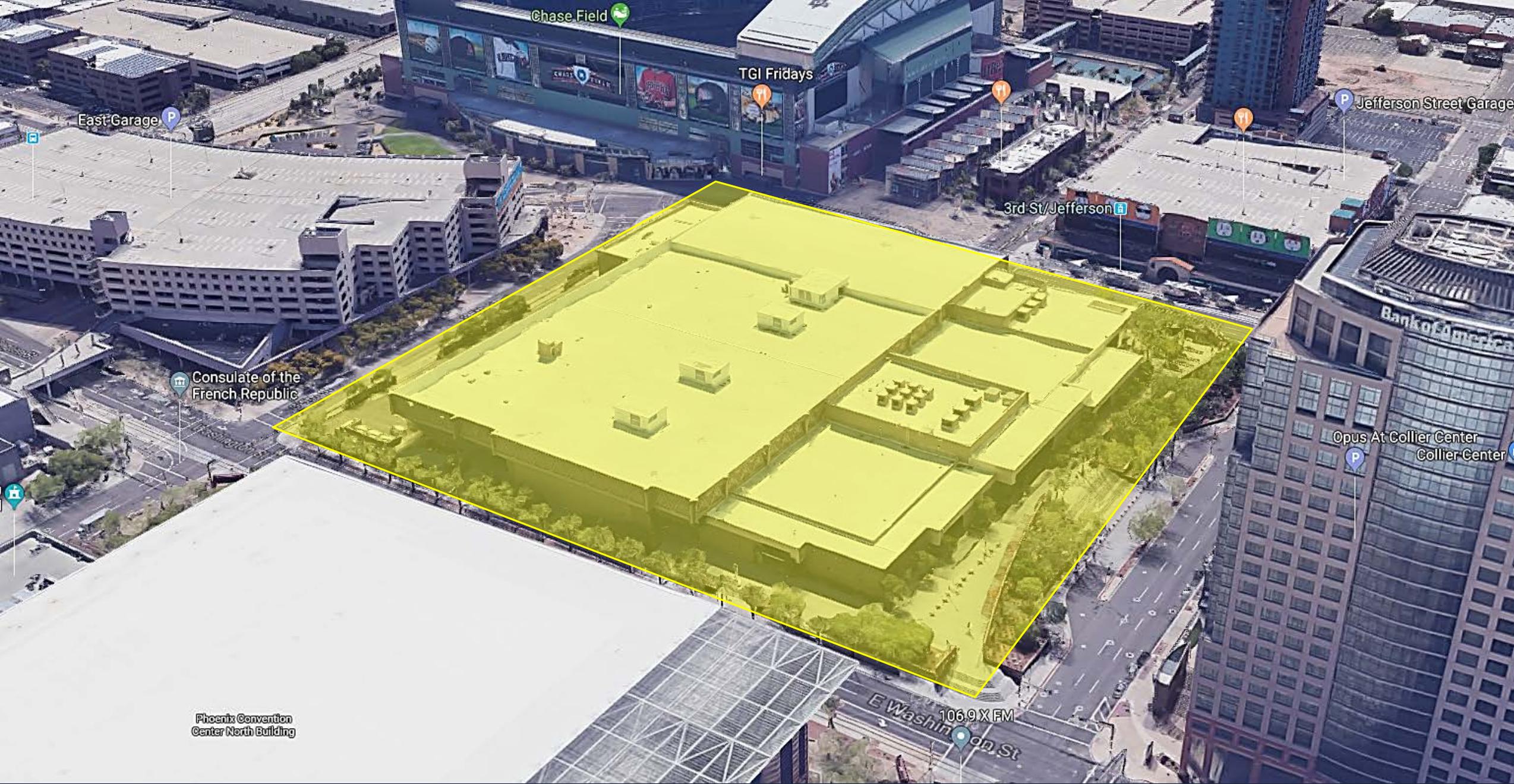


San Francisco

*157,000 Sq. Ft.
\$551 million*

CONVENTION CENTER MARKET STUDY

- ❖ National Competitive Position
- ❖ Size and Timing
- ❖ New Convention Business
- ❖ Demand for Convention Hotel
- ❖ Impact of No Replacement





Conceptual Illustration

Phoenix Convention Center South Building Options

1. South Building Remains As-Is

- Continue to operate as-is
- No timeline for future development

Phoenix Convention Center South Building Options

2. South Building Remains & Plan for Replacement

- Continue to operate as-is
- Current Convention Center market study identifies future needs and timing
- City Council to consider revised master plan
- Identify financing options and funding source
 - 10+ years
 - Approximately \$200 – \$300 million

Phoenix Convention Center South Building Options

3. Develop RFP Now to Consider Redevelopment

A. Full site development with no replacement of South Building contemplated

OR

B. Leave a portion of the site for a future South Building with private development on remainder of site

OR

C. Developer constructs a new South Building for the City on part of the site along with private development

All options include the demolition of existing South Building



PHOENIX CONVENTION CENTER

South Building Community Engagement Meetings

Citywide Community Meetings

- July 24: Helen Drake Community Center
- Aug. 7: Broadway Heritage Resource Center
- Aug. 19: Phoenix City Hall, Assembly Rooms A & B

Convention Center Stakeholder Meetings

- July 31: Phoenix Convention Center West Building, Room 211 A & B
- Aug. 15: Phoenix Convention Center West Building, Room 211 A & B
- Aug. 21: Phoenix Convention Center West Building, Room 211 A & B

Convention Center South Building Tour

- Aug. 21: Public Tour, Phoenix Convention Center South Building



PHOENIX CONVENTION CENTER

South Building Community Engagement Meetings

Community Organizations/Stakeholders

- Central City South Community Action Team
- City of Phoenix Central City Village Planning Committee
- Downtown Phoenix Inc.
- Downtown Voices Coalition
- Eastlake Park Neighborhood Association
- Evans Churchill Community Association
- Garfield Neighborhood Association
- Grand Avenue Members Association
- Phoenix Community Alliance - Central City Planning & Development Committee
- Roosevelt Action Association
- Warehouse District Council



More information
visit: *phoenix.gov/conventioncenter*